

The fleet manager who optimises on purchase price is measuring the wrong number. The number that matters is cost per kilometre.

Representative fleet comparisons demonstrate that Miller delivers comparable mileage at up to 20% lower CPK through lower acquisition cost — direct factory supply, 3-year warranty, zero markup.

Up to 20% LOWER CPK	3 YR MANUFACTURING WARRANTY	70+ YEARS FAMILY LEGACY	32 COUNTRIES ACTIVE
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SECTION 1 | FLEET COST COMPARISON EXAMPLE

385/65R22.5 | Long-haul highway | Representative fleet comparison based on observed mileage benchmarks.

METRIC	MILLER TYRES	LEADING EU/JP BRAND	SAVING
Purchase Price	USD 260	USD 330–335	USD 70–75
Service Life	100,000 km	100,000 km	Comparable
Cost Per Kilometre	USD 0.00260	USD 0.00330–0.00335	~21%
FLEET SAVING — 250 trucks 10 tyres 2 cycles = 5,000 tyres/yr			
Annual spend	USD 1,300,000	USD 1,650,000–1,675,000	~USD 362,500

SECTION 2 | WHY LEADING FLEETS CHOOSE MILLER

01	STRUCTURAL COST ADVANTAGE Up to 20% lower CPK through lower acquisition cost. For 5,000 tyres annually: approximately USD 350,000–375,000 in savings. Direct factory pricing, zero markup.
02	INDEPENDENT MARKET VALIDATION A major global brand distributor in West Africa received written authorisation from that brand to carry Miller alongside — independent validation of comparable performance at lower cost.
03	DIRECT SUPPLY — ZERO DISRUPTION Bimonthly 40ft container cycles. Zero supply disruptions across 20-year fleet relationships. No allocation queues, no markups.

SECTION 3 | WARRANTY | RELIABILITY | CERTIFICATIONS

3-YEAR WARRANTY	RETRADING	SUPPLY RELIABILITY	CERTIFICATIONS								
Written certificate with every shipment. 3 years from production date.	Supports retreading — extends tyre life up to 40%, further reducing CPK.	Bimonthly 40ft containers. Zero disruptions across 20-year relationships.	<table border="1"> <tr> <td>DOT</td> <td>ECE/E4</td> <td>GULF</td> <td>ISO 9001</td> </tr> <tr> <td>QS 9000</td> <td>TUV</td> <td>CCC JIS</td> <td>INMETRO</td> </tr> </table>	DOT	ECE/E4	GULF	ISO 9001	QS 9000	TUV	CCC JIS	INMETRO
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PCR FLEET INITIATIVE	Miller is developing a 100,000 km performance guarantee for PCR fleet supply — pilot available for qualifying fleets. Ask our team during negotiations.
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SECTION 4 | MARKET POSITIONING

COMMODITY	MILLER TYRES	LEADING EU/JP
Low price Min certification Variable quality Limited warranty	Certified quality 3-year warranty Direct factory supply Up to 20% lower CPK	Certified quality Full warranty Distributor supply Highest acquisition cost

SECTION 5 | PRODUCT RANGE AND GLOBAL FOOTPRINT



32 active countries — Middle East, Africa, Europe, Asia and North America | Direct factory-to-fleet supply



TBR — TRUCK & BUS

7.50R16 to 385/65R22.5 Highway, regional, mining



PCR — PASSENGER & VAN

13 to 24 inch Taxi, rental, LCV, SUV



OTR — OFF-THE-ROAD

To 40.00R57 Loaders, dozers, mining

SECTION 6 | FLEET OPERATOR FEEDBACK

"Miller Tyres has been our exclusive supplier for over 20 years. The consistency of quality and directness of the relationship make it a partnership we trust."

UAE Long-Haul Transport Operator

320 trucks | Customer since 2005 | TBR highway

"We ran Miller alongside our existing brand on the same routes. Performance was comparable. The cost saving was real. We converted the full fleet in two cycles."

West African Logistics Operator

180 trucks | Fleet conversion 2022 | 18-month comparison

"Direct shipment scheduling eliminated our emergency tyre sourcing. We now plan inventory three months ahead with full confidence."

Middle East Bus Operator

240 vehicles | Multi-year supply | TBR and PCR

SECTION 7 | EVALUATION PROGRAMME & HERITAGE

STEP 1 TRIAL	STEP 2 COMPARISON	STEP 3 CPK	STEP 4 CONVERT		
One 40ft container. Full warranty from day one.	Run Miller alongside current brand on identical routes.	We provide CPK template. You record the numbers.	Convert at your pace, matched to your cycle.	19	Sobati family enters the tyre industry. Three generations of expertise across the Middle East.
				46	
				20	Miller Tyres founded in Dubai. Direct manufacturing partnerships and international certifications secured.
				04	
				20	Active in 32 countries. Direct supply to fleets, operators, mining companies and OEM manufacturers.
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READY TO REDUCE YOUR FLEET TYRE COST?

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